

## News Release

# U of M Crookston's Redesigned Recruitment and Marketing Pieces Earn Awards for Local Communications Firm

By Itollefs on Thursday, March 24, 2011

SimmonsFlint recently received industry recognition with multiple awards for its work on the University of Minnesota, Crookston's 2010 student recruitment materials. The marketing and communications firm, located in Grand Forks, N.D., worked with the Office of Admissions and with University Relations staff to design and develop the materials for the campus.



Specifically in the field of higher education marketing, Higher Education Marketing Report announced SimmonsFlint as a winner of the 26th Annual Educational Advertising Awards, the largest educational advertising awards competition in the country. This year over 2,500 entries were considered from more than 1,000 colleges, universities, and secondary schools from all 50 states and several foreign countries. Awards and certificates were given to those entrants whose materials displayed exceptional quality, creativity, and message effectiveness.

For the same promotional pieces, SimmonsFlint also received local Gold and Silver ADDY® Awards from the American Advertising Federation, the world's largest advertising competition. The search piece posters received a Gold ADDY, while the entire College Essentials campaign received a Silver ADDY.

UMC's College Essentials campaign features a series of three posters with close-ups of necessary college foods: mac 'n cheese, pepperoni pizza, and red delicious apples. The entire campaign includes the poster search pieces, a mini-viewbook, and the first-ever international viewbook. Additionally, Engage e-mail marketing, which achieved higher response than previous marketing efforts, was used in conjunction with the campaign.

Located in Grand Forks, N.D., SimmonsFlint is a full-service marketing communications firm dedicated to building brands, businesses, and relationships. It is a member of the Flint Group, a network of communications agencies and partners specializing in marketing, advertising, interactive, public relations, and growth strategy. The Flint Group includes Flint Communications, Fargo, N.D., HatlingFlint, St. Cloud, Minn., SimmonsFlint, Grand Forks, N.D., WestmorelandFlint, Duluth, Minn., AadlandFlint, Anchorage, Alaska, and Flint Interactive, an online services firm with staff in multiple locations.

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